



The Real MEN's Project

The Real MEN's Project (Men Embracing Non-violence) started in 2003 when a group of Jackson men came together sharing the belief that it is men's responsibility to help end domestic and sexual violence. The name, Real MEN, is our attempt to reclaim the phrase from the stereotype of "real men" being those who are macho, tough, and quick to violence. We believe real men are good, strong, loving, and capable of rejecting violence. Our goals are stopping violence before it happens through education, public awareness, and modeling positive behaviors with boys and young men as well as through reaching out to adult men who might be silent bystanders to violence around them. Our challenge to those bystanders is to speak up and to confront that violence.

RMP's kickoff campaign was Father's Day 2003 encouraging fathers to teach their sons that "real men don't hit" followed by the Father's Day 2004 message "real men don't rape." Subsequent campaigns and a planned Father's Day 2010 campaign continue to build on these central themes.

The Jackson Police Department is collaborating with the Real MEN's Project to promote this initiative. We believe that violence has no place in our society.

**JACKSON'S
ARRESTING
DOMESTIC VIOLENCE.**

A message from
 Jackson Police Department
& the Real MEN's Project 

The Real MEN's Project (Men Embracing Non-Violence) is a group of local men who believe it is the responsibility of all men--fathers, coaches, teachers, clergy, business & community leaders--to teach the boys and young men in our families and our communities to respect all women, to model non-violence, to reject social pressures that drive boys & men to hide behind a front of toughness, silence, and aggression, and to confront domestic & sexual violence wherever it exists.

**Real MEN
don't hit.**

For more information, contact:

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